

Message Text

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PAGE 01 QUITO 01412 272041Z

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ACTION COME-00

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R 271947Z FEB 75

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 4614

INFO AMCONSUL GUAYAQUIL

AMEMBASSY BOGOTA

AMEMBASSY KINGSTON

AMEMBASSY SANTO DOMINGO

UNCLAS QUITO 1412

FOR COMMERCE/WANDA ALE

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: US FOOD PROCESSING, PACKAGING, AND AGRICULTURAL
EQUIPMENT TRADE MISSION: AFTER-ACTION REPORT

1. TRADE MISSION DIRECTOR AND SEVEN MEMBERS DEPARTED QUITO
EARLY MORNING FEBRUARY 25 AFTER HIGHLY-SUCCESSFUL SINGLE DAY
ON INTERVIEWS. TOTAL OF 82 INTERVIEWS WERE DISTRIBUTED AS
FOLLOWS: MISSION DIRECTOR, 5; CONRAD, INC., 15; DIXIE CANNER
EQUIPMENT CO., 13; FERRELL-ROSS, 13; FRICK COMPANY, 11;
HONEYBEE COMPANY, INC., 8; HYDROTILE MACHINERY CO., 6; SHIV-
VERS ENTERPRISES, 11.

2. DEBRIEFING HELD AFTER INTERVIEWS DISCLOSED THAT INTERVIEWS
RESULTED IN NUMEROUS SALES OPPORTUNITIES AND CONSIDERABLE
AGENT/DISTRIBUTOR INTEREST. HYDROTILE MEMBER WILL PROVIDE
QUOTE REQUESTED BY SANITARY WORKS INSTITUTE FOR ESTIMATED
\$300,000 IN EQUIPMENT. HONEYBEE WILL QUOTE ON \$15,000 -
17,500 IN AGRICULTURAL EQUIPMENT TO INIAP, GOVERNMENT
AGRICULTURAL RESEARCH AGENCY. REPS FROM FERRELL-ROSS,
FRICK, SHIVVERS, AND CONRAD EXPECT SHORT TERM DIRECT
SALES. CONRAD SUMMARIZED BY STATING THAT MISSION VISITED
UNCLASSIFIED

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PAGE 02 QUITO 01412 272041Z

QUITO AT QUOTE MOST OPPORTUNE MOMENT UNQUOTE AND THAT

SALES OF \$1 MILLION WOULD NOT BE SURPRISING HERE WITHIN A YEAR. HYDROTILE REP STATED THAT QUITO STOP ALONE JUSTIFIED WHOLE TOUR. SHIVVERS STATED HE WOULD BE HIGHLY INTERESTED IN EXHIBITING AT GUAYAQUIL INTERNATIONAL TRADE FAIR, WHILE TWO OTHER MEMBERS EXPRESSED DESIRE FOR MORE INFORMATION.

3. HIGH-GEAR SPIRIT CONTINUED INTO COCKTAIL-RECEPTION HELD AT AMBASSADOR'S RESIDENCE EVENING OF FEB. 24. GOOD EXAMPLE OF ENTHUSIASM OF ENTIRE MISSION WAS THAT OF MEMBER CONRAD, WHO, AFTER 15 INTERVIEWS EARLIER IN DAY, CONTINUED TALKING SHOP WITH DRINK IN HAND.

4. BOTH TRADE MISSION MEMBERS AS WELL AS EMBASSY STAFF WERE HIGHLY SATISFIED WITH THE DAY'S ACHIEVEMENTS. FROM EMBASSY'S POINT OF VIEW, MISSION MEMBERS THEMSELVES MADE A VERY FAVORABLE IMPRESSION ON EVERYONE. THEY WERE INTERESTED, KNOWLEDGEABLE, CONGENIAL, AND HANDLED THEMSELVES IN EXTREMELY PROFESSIONAL MANNER. WE FEEL IN FACT THAT THIS GROUP REPRESENTED THE IDEAL US TRADE MISSION. PRODUCTS REPRESENTED WERE APPROPRIATE TO ECUADOR'S CURRENT NEEDS AND INTERESTS, AS EVIDENCED BY EXCELLENT TURN-OUT FOR APPOINTMENTS. WE HAVE TOLD MISSION MEMBERS THAT EMBASSY WILL BE PLEASED TO PROVIDE FOLLOW-UP ASSISTANCE WITH CONTACTS. MEMBERS HAVE BEEN ADVISED OF PROBLEMS IN CORRESPONDING, PARTICULARLY WITH GOE ENTITIES, AND HAVE BEEN ASKED TO PROVIDE EMBASSY WITH COPIES OF ANY LETTERS, PRICE QUOTATIONS OR OTHER CORRESPONDENCE SENT POTENTIAL ECUADOREAN BUYERS TO FACILITATE OUR FOLLOW-UP ASSISTANCE IF LATER REQUIRED.

5. FOLLOWING RECOMMENDATIONS HOPEFULLY WILL PROVE USEFUL TO COMMERCE AND TO POSTS IN SERVICING FUTURE TRADE MISSIONS:
A. APPARENTLY MUCH OF PRODUCT LITERATURE WHICH WAS TO BE FORWARDED TO POSTS ON BEHALF OF MISSION STILL HAS NOT ARRIVED FROM COMMERCE. SUCH LITERATURE SHOULD BE MAILED WELL IN ADVANCE OF A MISSION'S ARRIVAL TO ALLOW FOR DELAYS IN DELIVERY. B. MISSION MEMBERS' INTERESTS SHOULD BE MADE KNOWN TO POSTS IN GREATER DETAIL. ALTHOUGH GENERALLY SATISFIED WITH HIS APPOINTMENTS, ONE MISSION MEMBER WHO
UNCLASSIFIED

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PAGE 03 QUITO 01412 272041Z

ALREADY HAS LOCAL AGENT POINTED OUT THAT HIS INTERVIEWS INCLUDED A NUMBER OF FIRMS OFFERING TO BE HIS AGENT. MISSION-PREPARED BROCHURE SHOULD CLEARLY STATE INTEREST TO ASSIST IN SELECTION OF APPROPRIATE APPOINTMENTS.
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